

# CONTENTS TO VOLUME XXXIV

## NUMBER 1

SPRING 1970

Public Reaction to Political Protest: Chicago 1968	<i>John P. Robinson</i>	1
Public Opinion in Czechoslovakia	<i>Ithiel de Sola Pool</i>	10
Japanese Attitudes toward Nuclear Arms	<i>Yasumasa Tanaka</i>	26
The Protestant Clergy and the War in Vietnam	<i>Harold E. Quinley</i>	43
Social Attitudes and the Computer Revolution	<i>Robert S. Lee</i>	53
Consistency and the Persistence of Ideology: Some Experimental Results	<i>Steven R. Brown</i>	60
Personal Follow-Up in a Mail Survey: Its Contribution and Its Cost	<i>Joseph R. Hootstim and Demetrios A. Athanasopoulos</i>	69
Problems of Comparability in Trend Studies with Opinion Poll Data	<i>Norval D. Glenn</i>	82
CURRENT RESEARCH		
CBC Television and the Faithful	<i>W. Brian Stewart</i>	92
Civic Responses to Riots: A Reappraisal of Kerner Commission Data	<i>Harlan Hahn</i>	101
Interest-Group Attitudes toward Reciprocal Trade Legislation	<i>James Walter Lindeen</i>	108
Blacks' Preference for Black Professionals, Businessmen, and Religious Leaders	<i>Sumati N. Dubey</i>	113
An Experimental Study of Directive Interviewing	<i>Barbara Snell Dohrenwend</i>	117
"Don't Know" Answers in Cross-National Surveys	<i>Andrzej Sicinski</i>	126
Comments on "Gratifications Research" in Broadcasting	<i>Kaarle Nordenstreng</i>	130
Reply to Nordenstreng	<i>B. P. Emmett</i>	133
THE POLLS: Is War a Mistake?	<i>Hazel Erskine</i>	134
BOOK NOTES	<i>Henri Verwayen</i>	151

## NUMBER 2

SUMMER 1970

Mass Media Flow and Differential Growth in Knowledge	<i>P. J. Tichenor, G. A. Donohue, and C. N. Olien</i>	159
The Jury Method: How the Persuader Persuades	<i>Harvey London, Philip J. Meldman, and A. Van C. Lanckton</i>	171

Passive Learning from Television	Herbert E. Krugman and Eugene L. Hartley	184
Wanted: Rules for Wording Structured Questionnaires	Elisabeth Noelle-Neumann	191
Card Sorting as a Technique for Survey Interviewing	Everett F. Cataldo, Richard M. Johnson, Lyman A. Kellstedt, and Lester W. Milbrath	202
What Happens to Advertisements When They Grow Up	W. M. Weilbacher	216
Mass Communication among the Urban Poor	Bradley Greenberg and Brenda Dervin	224
Mass Media and Communication Processes in the Detroit Riot of 1967	Benjamin D. Singer	236
Opinion Advertising and the Free Market of Ideas	Robert J. Gwyn	246
CURRENT RESEARCH		
Opinion Leaders in the Electorate	John W. Kingdon	256
Newscast Avoidance among Political Activists	Fred W. Grupp, Jr.	262
Coping with Field Problems of Large Surveys among the Urban Poor	David A. Schwartz	267
Personalizing Mail Questionnaire Correspondence	Alan R. Andreasen	273
A Validation of the Lost-Letter Technique	R. Lance Shotland, Wallace G. Berger, and Robert Forsythe	278
NEWS AND NOTES	Philip Harding	282
IN MEMORIAM		
Clyde W. Hart, 1892-1969	Paul B. Sheatsley	287
Sydney S. Spivack, 1907-1969	Charles Y. Glock	289
THE POLLS: Capital Punishment	Hazel Erskine	290
BOOK REVIEWS		
<i>Violence and the Media: A Staff Report to the National Commission on the Causes and Prevention of Violence</i>	Bernard Roshco	308
Everett M. Rogers, <i>Modernization among Peasants</i>		
Prodipto Roy, Frederick B. Waisanen, and Everett M. Rogers, <i>The Impact of Communication on Rural Development</i>		
Paul J. Deutschmann, Huber Ellingsworth, and John T. McNelly, <i>Communication and Social Change in Latin America:</i>		
<i>Introducing New Technology</i>	Daniel Lerner	310
Harmon Zeigler and Michael A. Baer, <i>Lobbying: Interaction and Influence in American State Legislatures</i>		

Donald R. Hall, *Cooperative Lobbying—The Power of Pressure*  
Harwood L. Childs 314

Gertrude J. Selznick and Stephen Steinberg,  
*The Tenacity of Prejudice* Paul Ritterband 315

NUMBER 3 FALL 1970

The Opinion Polls and the British Election of 1970 Mark Abrams 317

Participation, Policy Preferences, and the War in Vietnam  
Sidney Verba and Richard Brody 325

Black Children and the Political System Edward S. Greenberg 333

Expectations of a Better Personal Future: A Two-Component  
Model Philip J. Stone 346

Social Rank and Nationalism: Some African Data  
Immanuel Wallerstein and Michael Hechter 360

Salience, Source Credibility, and the Sleeper Effect  
Gary I. Schulman and Chrysoula Worrall 371

Howard University's Student Protest Movement  
Sophia F. McDowell, Gilbert A. Lowe, Jr., and Doris A. Dockett 383

Faculty Status and Faculty Support of Student Demonstrations  
Stephen Cole and Hannelore Adamsons 389

#### CURRENT RESEARCH

Choosing among 133 Candidates John E. Mueller 395

Political Attitude Structure and Component Change  
Samuel A. Kirkpatrick 403

A Note on Detection of Interaction Richard Staelin 408

Discovering Interviewer Bias in Open-Ended Survey Responses  
Michael J. Shapiro 412

Interviewers' Verbal Idiosyncrasies as a Source of Bias  
W. Andrew Collins 416

Public Opinion Research—Revisited Eleanor Singer 423

PROCEEDINGS OF THE TWENTY-FIFTH ANNUAL CONFERENCE OF THE  
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH 427  
(See detailed table of contents on pages 428-429)

THE POLLS: Freedom of Speech Hazel Erskine 483

NEWS AND NOTES Philip Harding 497

IN MEMORIAM  
Michael O. McGarty, 1927-1970 Paul B. Sheatsley 502

#### BOOK REVIEWS

Everett C. Ladd, Jr. *Ideology in America: Change and Response*  
*in a City, a Suburb, and a Small Town* Lloyd A. Free 503

Daniel Lerner and Morton Gordon, <i>Euratlantica: Changing Perspectives of the European Elites</i>	Donald J. Puchala	505
Matilda White Riley, Anne Foner, and associates, <i>Aging and Society, Vol I: An Inventory of Research Findings</i>	Herbert H. Hyman	506
Harold L. Nelson and Dwight L. Teeter, Jr., <i>Law of Mass Communications</i>	E. Douglas Hamilton	509
Herbert I. Schiller, <i>Mass Communications and American Empire</i>	James Boylan	510
Frank W. Peers, <i>The Politics of Canadian Broadcasting</i>	Kurt Lang	511
Walter B. Emery, <i>National and International Systems of Broadcasting</i>	John M. Patterson	513
George Gerbner, Ole R. Holsti, Klaus Krippendorff, William J. Paisley, and Philip J. Stone, eds., <i>The Analysis of Communications Content: Developments in Scientific Theories and Computer Techniques</i>	Robert C. North	514
J. Roland Pennock and John W. Chapman, eds., <i>Voluntary Associations</i>	David L. Sills	516
Ronald T. Farrar, <i>Reluctant Servant: The Story of Charles G. Ross</i>	Dan Nimmo	517
Terry N. Clark, ed., <i>Gabriel Tarde on Communication and Social Influence</i>	Melvin L. DeFleur	518
BOOK NOTES	Henri Verwayen	519
NUMBER 4	WINTER 1970-1971	
Homophily-Heterophily: Relational Concepts for Communication Research	Everett M. Rogers and Dilip K. Bhowmik	523
Some Effects of Radio Moscow's North American Broadcasts	Don D. Smith	539
Somali Proverbs and Poems as Acculturation Indices	Leonard W. Doob and Ismael M. Hurreh	552
The Effects of Precinct-Level Canvassing on Voter Behavior	Gerald H. Kramer	560
Theories of Behavior and the Image of the Alcoholic in Popular Magazines, 1900-1966	Arnold S. Linsky	573
Primary Levels of Underreporting Psychotropic Drug Use	Hugh J. Parry, Mitchell B. Balter, and Ira H. Cisin	582
The Sample Cluster: A Neglected Data Source	James M. Fields	593

## CURRENT RESEARCH

- The Recall of News Items *Alan Booth* 604
- Violence, Protest, and War in Television News: The U.S.  
and Canada Compared *Benjamin D. Singer* 611
- The Effective Corporate Executive: Analysis of a Stereotype  
among University Students *Joseph A. Alutto and  
Lawrence G. Hrebiniak* 617
- An Experimental Study of Payments to Respondents  
*Barbara Snell Dohrenwend* 621
- Inner-City Interviewing: Some Perspectives *Edith Fein* 625
- THE POLLS: Opinion of the News Media *Hazel Erskine* 630

## BOOK REVIEWS

- Marvin Barrett, ed., *Survey of Broadcast Journalism, 1968-1969* *Richard J. Meyer* 644
- Irwin Katz and Patricia Gurin, eds., *Race and the Social Sciences* *Paul Wellstone* 645
- Ralph L. Beals, *Politics of Social Research: An Inquiry into the Ethics and Responsibilities of Social Scientists* *Morton H. Fried* 647
- Herbert C. Kelman, *A Time to Speak* *Robert O. Carlson* 649
- Herbert McClosky, *Political Inquiry: The Nature and Uses of Survey Research* *James W. Swinehart* 650
- Dan Nimmo, *The Political Persuaders: The Techniques of Modern Election Campaigns* *Lewis A. Dexter* 652
- William L. Rivers, *The Adversaries: Politics and the Press* *Warren Breed* 653
- Melvin L. Kohn, *Class and Conformity: A Study in Values* *Steven R. Brown* 654
- Paul L. Erdos, *Professional Mail Surveys* *Joseph R. Hochstim* 655
- Robert P. Quinn, Joyce M. Tabor, and Laura K. Gordon  
*The Decision to Discriminate: A Study of Executive Selection* *Robert Schmid* 657
- David Winegate Pike, *Conjecture, Propaganda, and Deceit and the Spanish Civil War* *Morton Gordon* 657
- Donald Thomas, *A Long Time Burning: The History of Literary Censorship in England* *Fred S. Siebert* 658



